

**EXPERIENCE**

- 01/'18 – 06/'18     **WONOLO** | San Francisco, CA | **Product Designer**(Contract)
  - Led a team of 12 designers in user research and re-designing key product features across 3 platforms—iOS, Android, and web—focused on elevating user engagement and experience
  - Set project strategy and timeline, facilitated meetings, and communicated with client
  - Defined problems, goals, weekly agenda, as well as methods to overcome project limitations and obstacles
  - Synthesized and consolidated research findings and Lo- & Hi-Fi design
- 11/'17 – 01/'18     **LAUGHLY** | San Francisco, CA | **Product Designer**(Contract)
  - Led Lo- & Hi-Fi validation and synthesis, and designed presentation
  - Conducted usability testings and designed validation scripts
  - Organized daily huddles and project reviews
  - Designed and produced Lo- & Hi-Fi mockups and prototypes
- 11/'17 – 01/'18     **TERMINAL 49** | San Francisco, CA | **Product Designer**(Contract)
  - developed user flow and wireframes
  - Designed icon sets for platform menu and dashboard
  - Conducted desk research on industry protocols and operations
  - Designed Lo- & Hi-Fi mockups and style guide
- 11/'17 – 01/'18     **CROWDFUND MAINSTREET** | San Francisco, CA | **Product Designer**(Contract)
  - Led user research, designed interview script, conducted user interviews & synthesis
  - Collaborated with onboarding team in developing user flow and Lo-Fi mockup for onboarding user experience
- 04/'11 – 10/'16     **FREELANCE GRAPHIC DESIGNER** | San Francisco, Berlin | **Graphic Designer**

Developed brand identities and packaging designs for clients such as Kiyoi Inc., Paws and Play Studio
- 09/'10 – 12/'10     **PUSH OFFICES** | Venice, CA | **Graphic Designer**

Participated in branding/research projects for clients such as Pearson and Zodiac. Created print and information graphics.

**SKILLS**

UI and UX design, Interaction Design, Visual Design, Wireframing, Prototyping, User Interview & Validation, User Research, Personas, Affinity Mapping, Typography, Branding & Logo Development, Basic CSS and HTML

**SOFTWARE**

Sketch, Invision, Zeplin, Figma, Abstract, Adobe Illustrator, Photoshop, After Effects

**EDUCATION**

- 11/'17 – 01/'18     **TRADECRAFT** | San Francisco, CA
 

Advanced Product Design Immersive Program
- 05/'07 – 04/'11     **ART CENTER COLLEGE OF DESIGN** | Pasadena, CA
 

Bachelor of Fine Arts in Graphic Design
- 09/'09 – 12/'09     **TAMA UNIVERSITY** | Tokyo, Japan
 

Participated in cross-cultural, transdisciplinary project, where our team developed ideas for future sustainable living based on the idea of 'home'.

**RECOGNITION**

- '09     **SPIRAL GALLERY** | Tokyo, Japan | Musubi: identity, website, product, and system design
- '09     **TYPE DIRECTOR'S CLUB 55 STUDENT AWARD** | Escoffier: logo
- '07 – '10     ART CENTER GALLERY | E. Watch: website | Tehachapi: book design | Pulse: identity, branding, website | SmartBulb: packaging | Burning Man: poster | Obesity: poster